

ABSTRACT

The present invention relates to an ISP server, a method of providing data, a
method of advertising using moving pictures, and recording media therefor. In a
method of providing data from the ISP server to an internet user's computer system
5 connected through the internet, the method of advertising according to the present
invention comprises the steps of (a) receiving a data reception speed of an internet
user's internet connection, (b) selecting a data frame set based on the received data
reception speed, and (c) transmitting the selected data frame set to the internet
user's computer system. According to this method, a moving picture can be provided
10 more efficiently during the process of receiving a prescribed service through the ISP
server.